



# ANNA NYGREN

## S U M M A R Y

My adventurous and innovative point of view in digital advertising and content strategy has helped brands increase revenue and impact. From building a branding program that made six-figures in profit in its first year to increasing brand awareness through social media personalities and content, my experience with strategic relationship development brings value to companies big and small. I'd be a great addition to your team's focus on digital marketing and strategic relationship development.

## I N F O



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## S K I L L E D I N

### ADOBE PROGRAMS



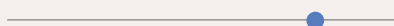
### DIGITAL MARKETING



### CONTENT STRATEGY



### GOOGLE ADS



### SPEAKING GERMAN



## E X P E R I E N C E

Independent Contractor

2023–Present

### Freelance Marketing Manager

- Designing high quality digital content for social media platforms – clients saw an increase of 5x in accounts reached and 10x increase in reel views.
- Discovering brands' key content pillars and managing the company's digital footprint including – email newsletter, website optimization, Instagram, Facebook, and LinkedIn.
- Initiating new relationships with companies like PaperAirplane Media that doubled monthly revenue.
- Launching google ads that increased traffic to websites by 50%.

Jason Mitchell Real Estate

2021–2023

### Marketing Manager

- Developed a branding program to empower 73 real estate agents to conceptualize their own content with JMRE providing support services
- Conceptualized and implemented B2B and B2C campaigns – digital and print formats.
- Managed team of 3 to implement digital and print B2B and B2C campaigns
- Built pitch decks and presentations in key partnership meetings.

Jason Mitchell Real Estate

2020–2021

### Junior Graphic Designer

- Supported the marketing director in campaign development including concept, content creation and scheduling.
- Constructed over 5 brand identities for internal programs.
- Additional tasks included: website optimization, relationship development with real estate agents, and video editing.

Arizona State University

2019–2020

### Graphic Designer

- Coordinated ASU's first-ever virtual senior design show with Wonderspaces as a new strategic partner.
- Designed ASU Alumni/Athletics content for newsletter, website and print use.
- Developed my attention to detail through reviewing marketing content to ensure brand guidelines were followed.

Turnkey Podcast Production

2016–2018

### Graphic Designer

- Created company's brand identity.
- Designed over 25 designs that are shown on iTunes, Stitcher, and client websites.
- Established show brand identities through writing copy for digital platforms.

## E D U C A T I O N

Certified in Art Direction

2022

ELVTR Course with Elaine Kalvelage

Bachelor of Science in Graphic Design

2017–2021

Arizona State University / Herberger Institute for Design and the Arts